

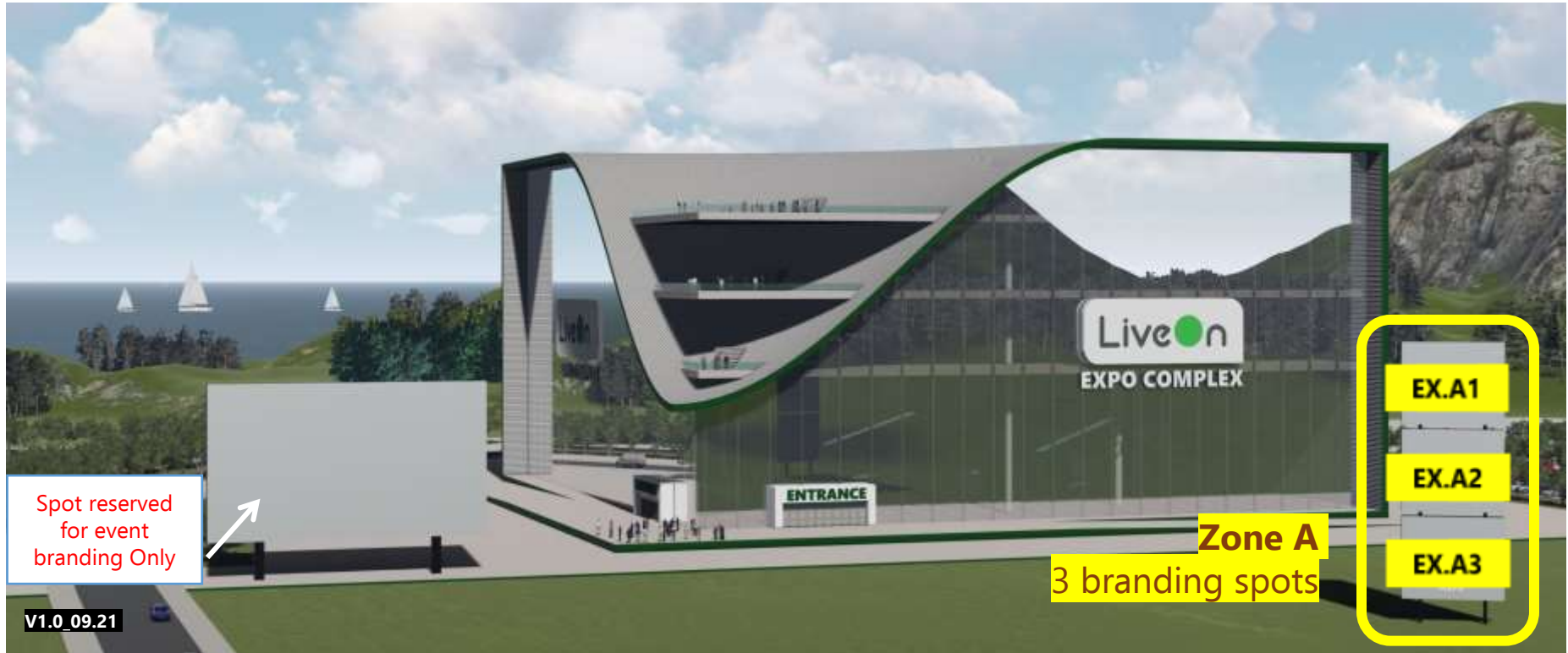


Sponsors' Branding Guide



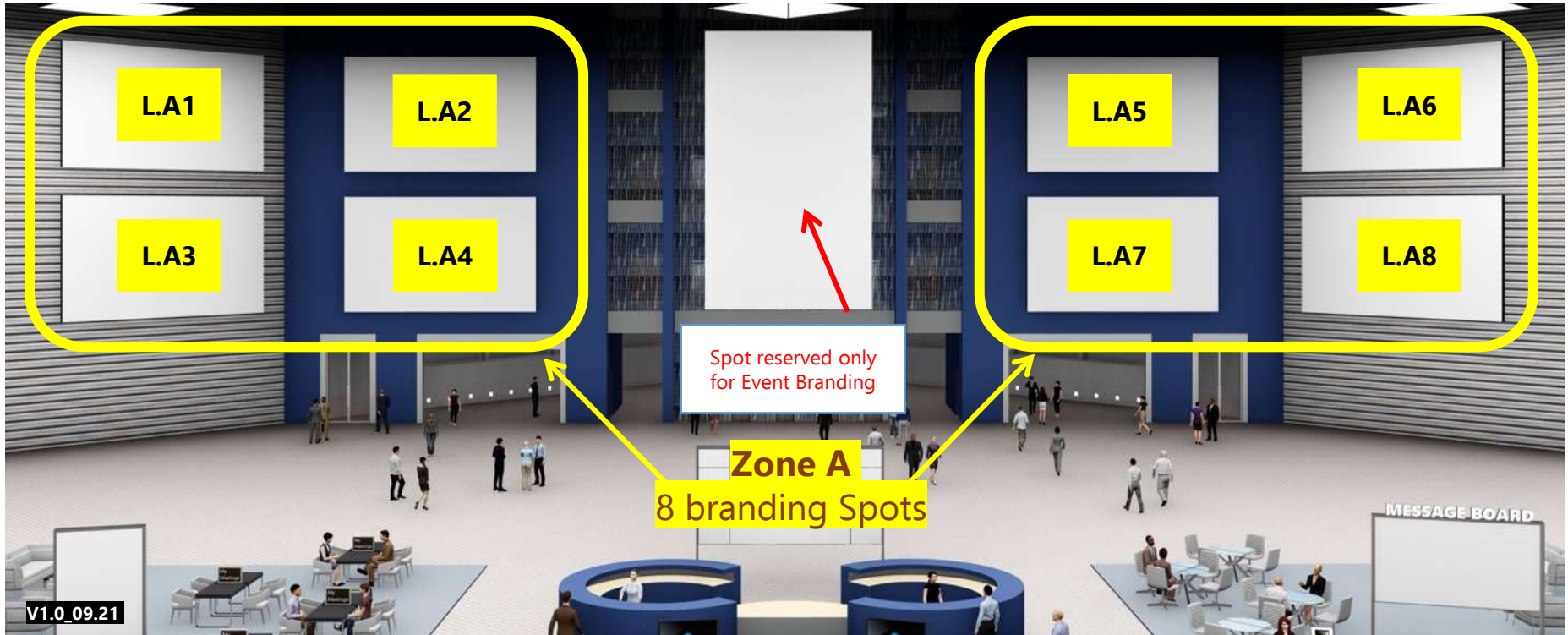
SPONSORS' BRANDING GUIDE

External Area

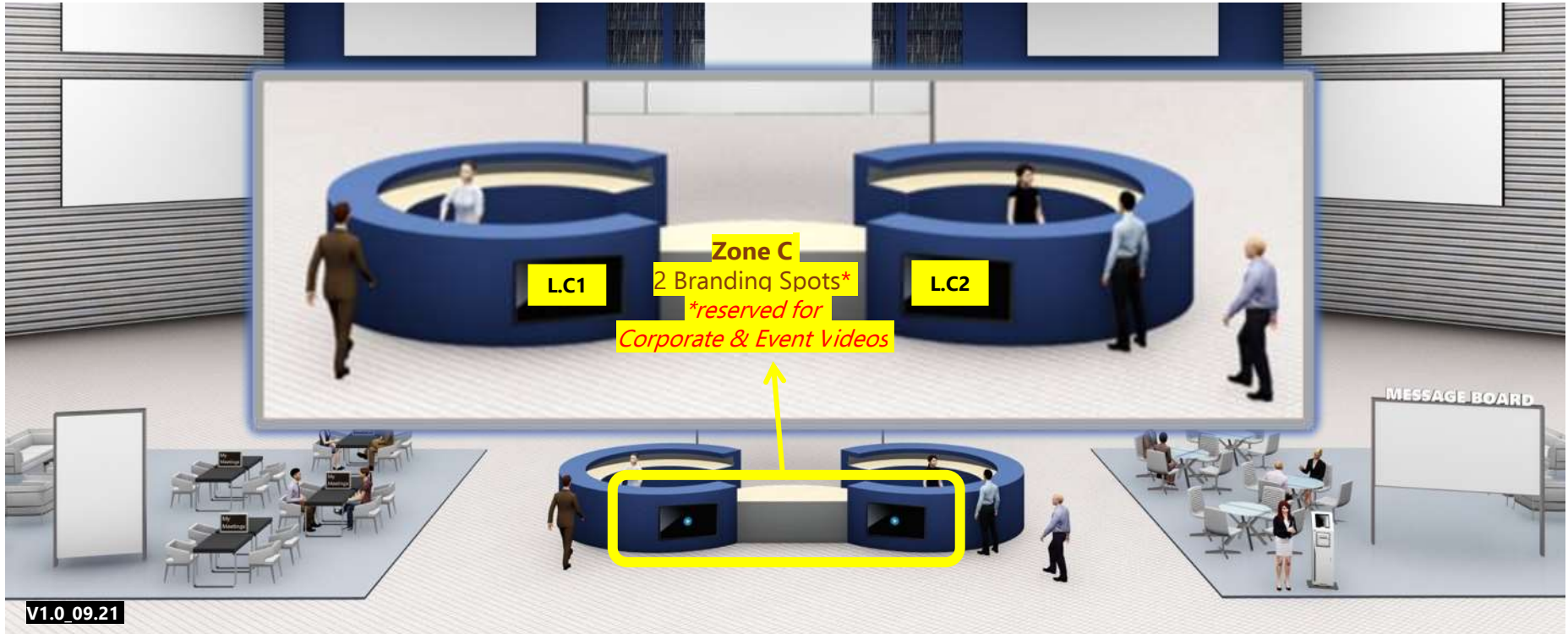


SPONSORS' BRANDING GUIDE

Lobby







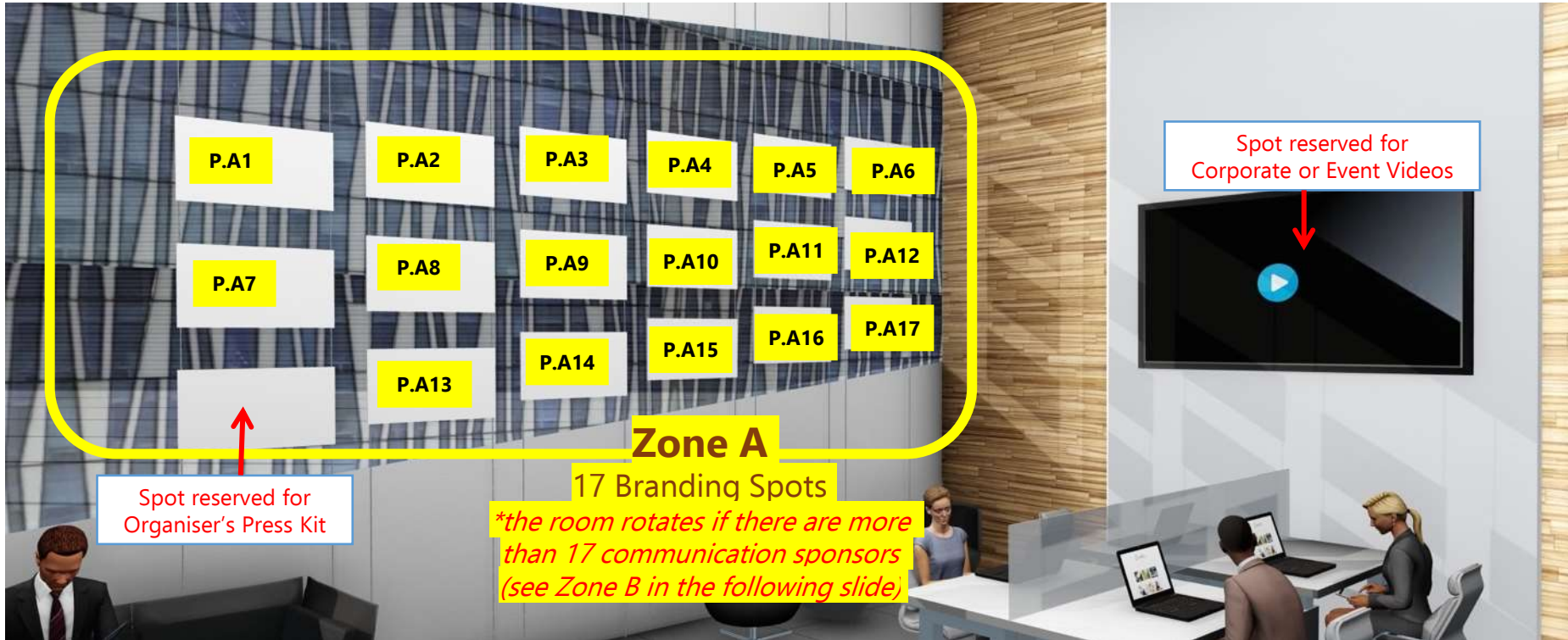
SPONSORS' BRANDING GUIDE

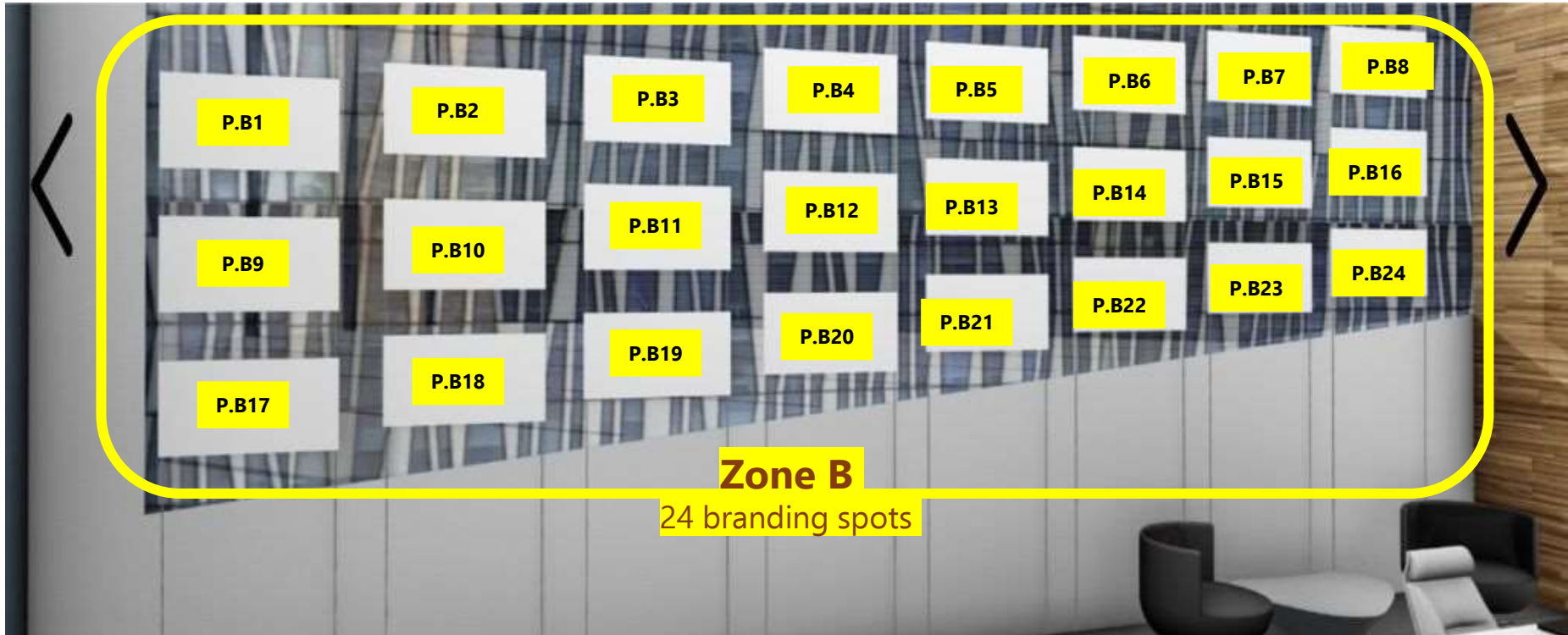
VIP Lounge



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Press Center



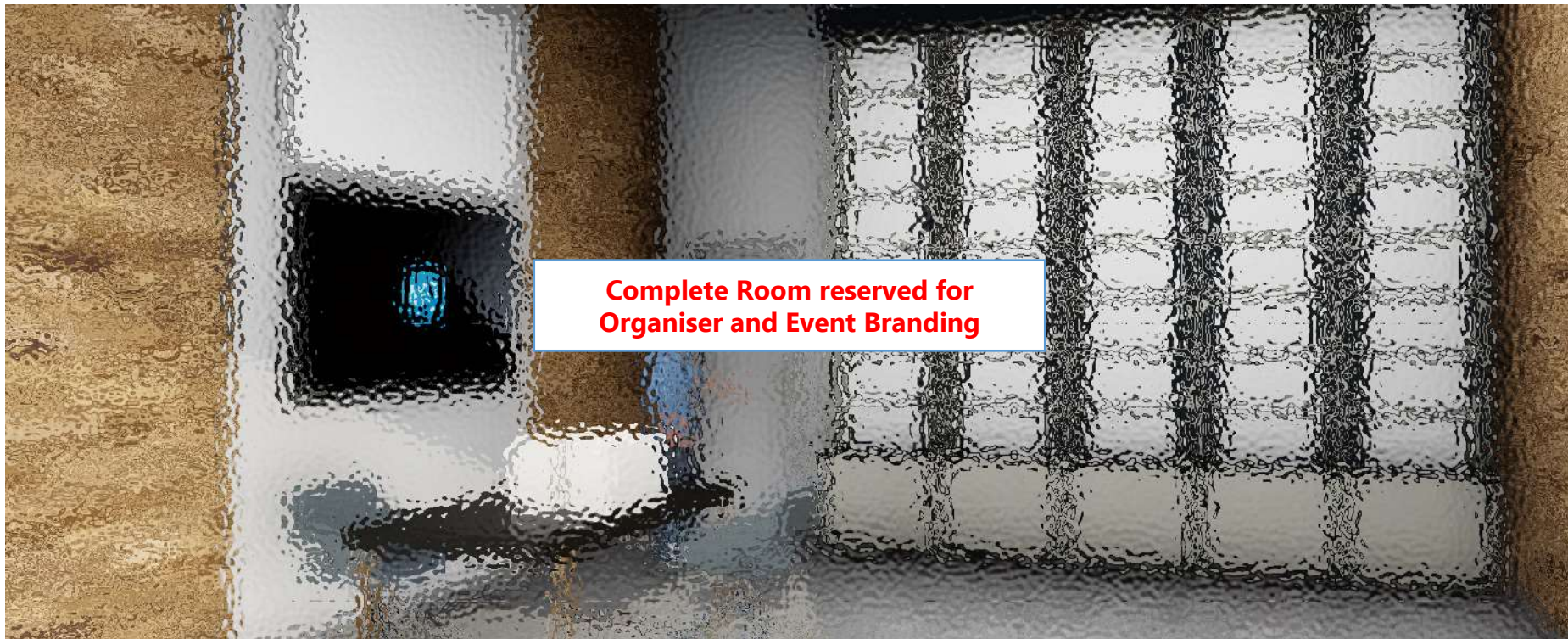


SPONSORS' BRANDING GUIDE

Reserved Rooms & Offices



**Complete Room reserved for
Organiser and Event Branding**



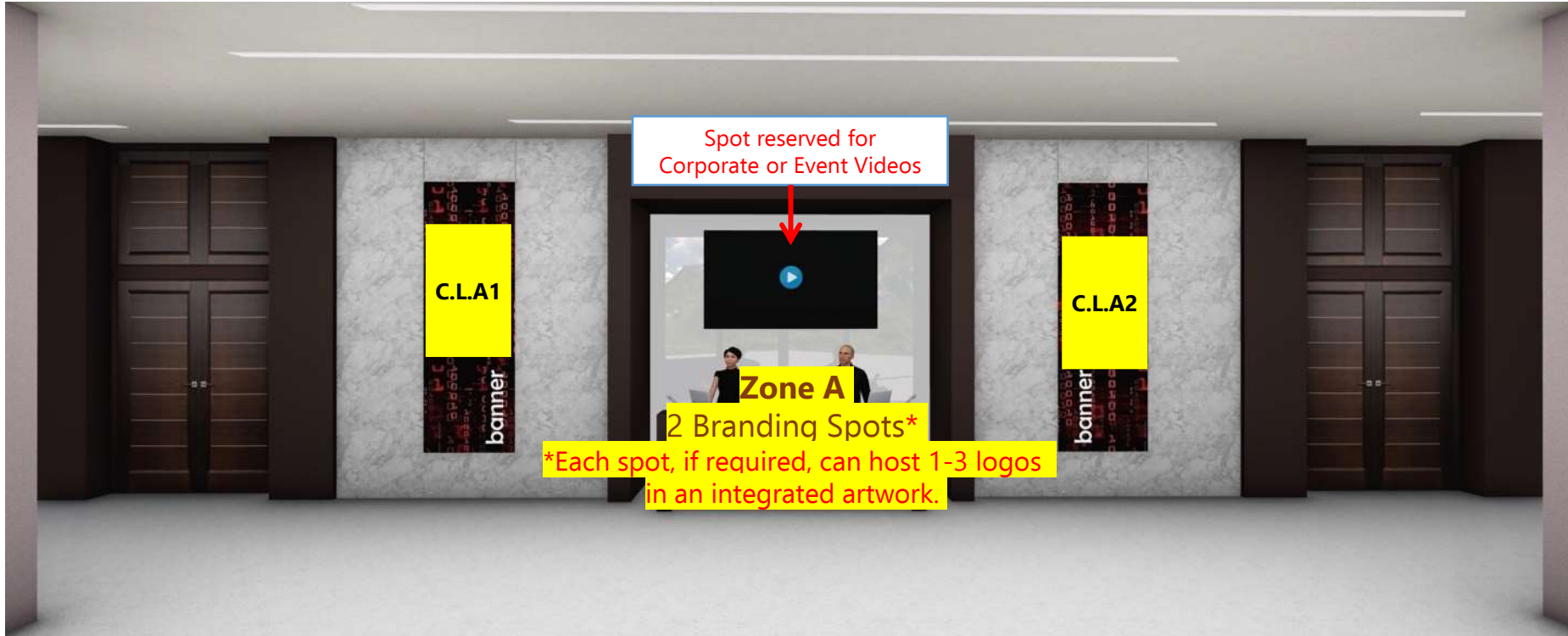
**Complete Room reserved for
Organiser and Event Branding**



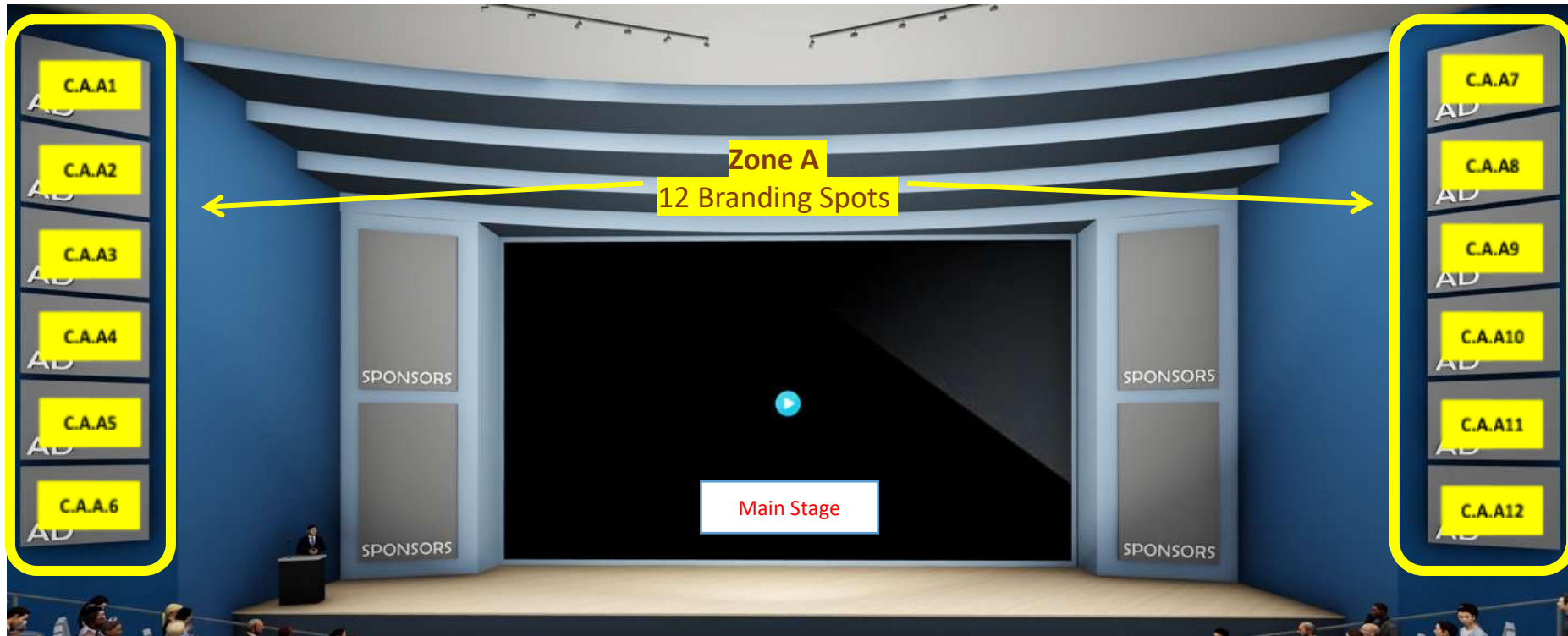
**Complete Room reserved for
Organiser and Event Branding**

SPONSORS' BRANDING GUIDE

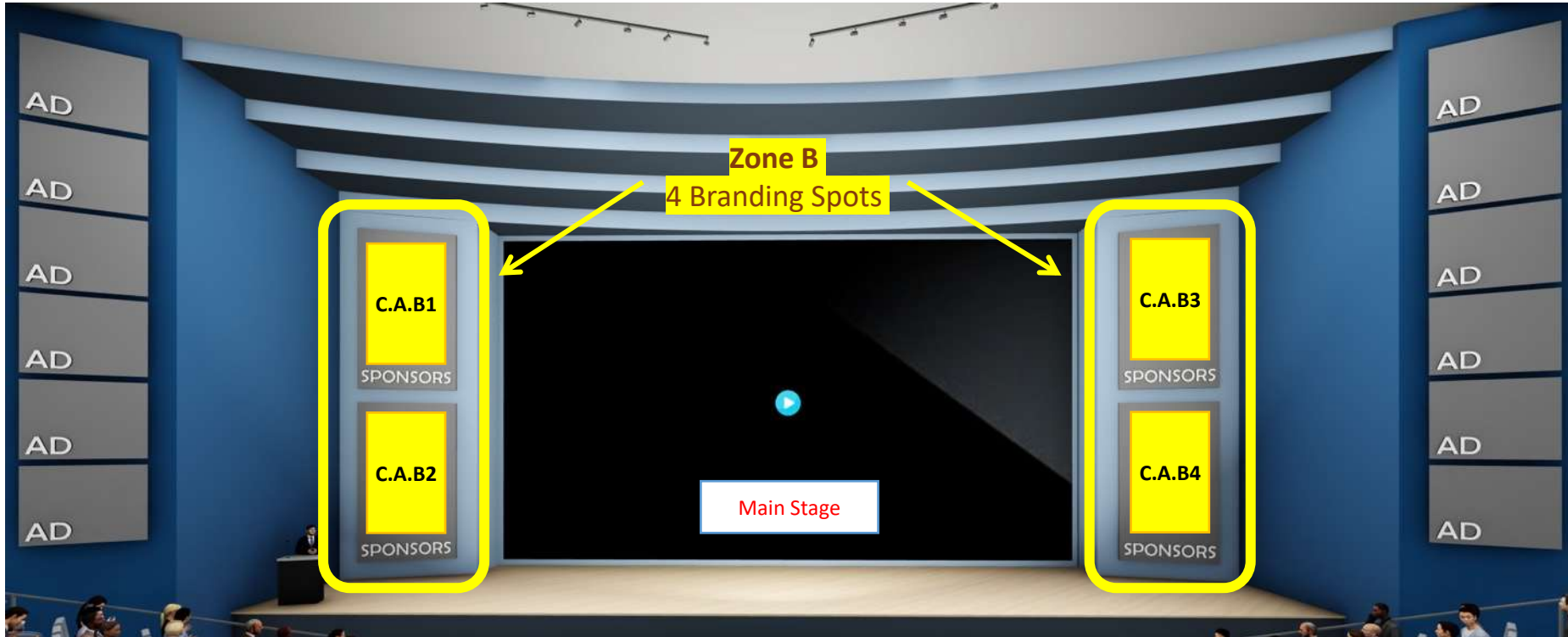
Conference Center



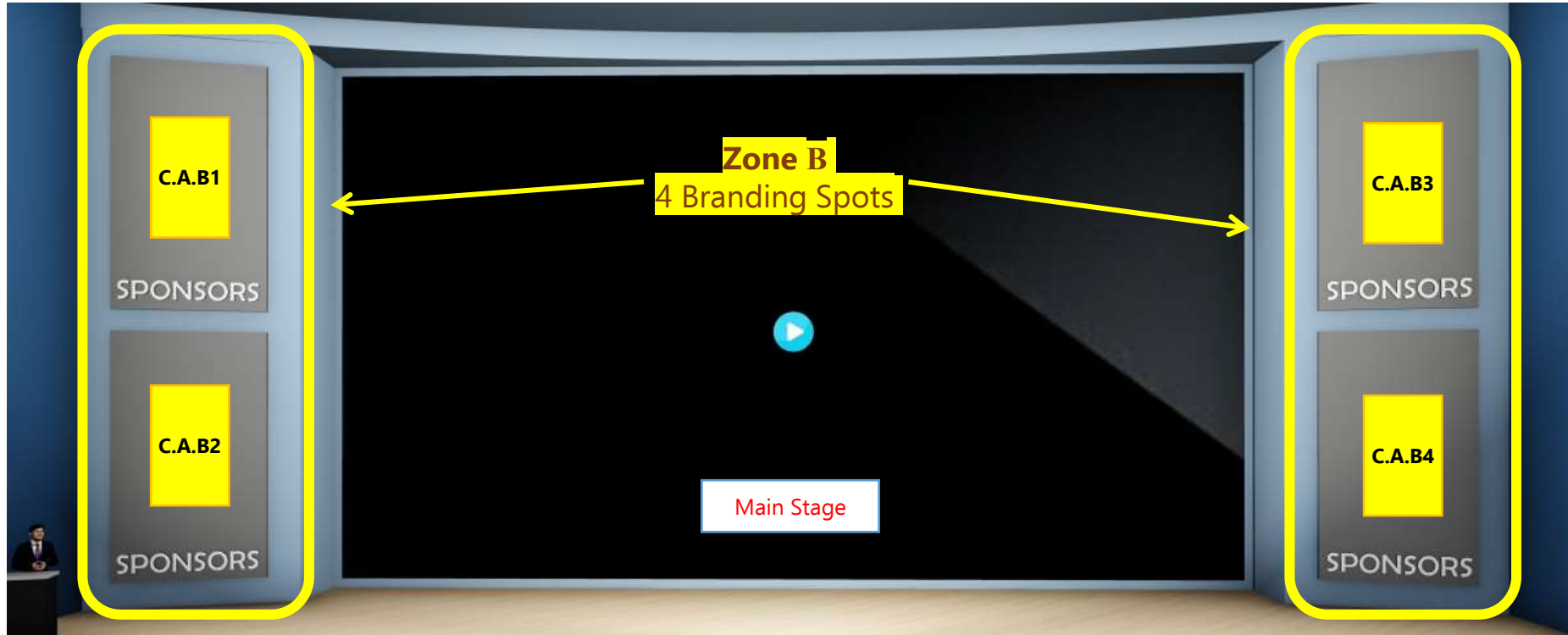
Conference Auditorium | Zone A



Conference Auditorium | Zone B (Std view)



Conference Auditorium | Zone B (Close-Up)



SPONSORS' BRANDING GUIDE

Graphics Dimensions List

Graphics Dimensions List

LiveOn Expo Complex Areas Dimensions List					
External Area			Lobby		
Zone A			Zone A	Zone B	Zone C
EX.A1 - EX.A3			L.A1 - L.A6	L.B1 - L.B8	L.D1 - L.D2
300x250 72dpi			800x450 72dpi	800x450 72dpi	16:9 high density
Conference Center			Press Center		VIP Lounge
Lobby Zone A	Auditorium Zone A	Auditorium Zone B	Zone A	Zone B	Zone A
C.L.A1 - C.L.A2	C.A.A1 - C.A.A12	C.A.B1 - C.A.B4	P.A1 - P.A17	P.B1 - P.B24	VL.A1 - VL.A3
800x450 72dpi	800x450 72dpi	800x450 72dpi	800x450 72dpi	800x450 72dpi	800x450 72dpi

SPONSORS' BRANDING GUIDE

Sponsors' Hall



Sponsors' Hall Panoramic View | Zone A



SPONSORS' BRANDING GUIDE

Sponsors' Stands

Sponsors' Stands | Type: Standard



Select your
stand through a wide
variety of stand types
and colours.

Contact us
for more details!

1. Corporate Logo -> Spot that will host sponsor's logo and name in a single visual.

2. Reception Booth -> Spot where stand visitor can leave his info, get informed and download the sponsor's company profile (up to 150 words) and make a request to get in touch with a sponsor's representative.

3. Corporate Video -> Spot where the visitor can watch the sponsor's corporate video (max duration: 3min)

4. Products -> 1 X Spot for an image through which the visitor can be informed about sponsor's products and services.

1. Corporate Logo -> Single image or images composition with the sponsor's logo. Delivered as a final png file in 800x450px / 72dpi - the image or image composition's background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.

2. Reception Booth -> **a)** Sponsor's Company Profile of 150 words. Text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. **b)** Sponsor's Company contact details: Contact telephones (landline / mobile), Email, Website, Social Media pages).

3. Corporate Video -> Up to two (2) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook. Their dimension must be 800x450px. The order is defined by sponsor.

4. Products -> Single image or images composition with products and corporate branding. Delivered as a final png file in 450px X 800px / 72dpi.

Sponsors' Stands | Type: Advanced



Select your
stand through a wide
variety of stand types
and colours.

Contact us
for more details!

1. Corporate Logo -> Spot that will host sponsor's logo and name in a single visual.

2. Reception Booth -> Spot where stand visitor can leave his info, get informed and download the sponsor's company profile (up to 200 words) and make a request to get in touch with a sponsor's representative.

3. Corporate Video -> Spot where the visitor can watch the sponsor's corporate video (max duration: 5min)

4. Products -> 1 X Spot for an image through which the visitor can be informed about sponsor's products and services.

5. B2B Area -> Area where the visitor can meet sponsor's representatives that are present at the booth (will see their profiles in pop-up) and interact with them (via pop-ups) by direct chat, direct or scheduled video call, direct or scheduled B2B meeting

6. Product Catalog -> 1 X Spot where the visitor can see a list of the sponsor's products through a photo and a popup window with additional information material.

1. Corporate Logo -> Single image or images composition with the sponsor's logo. Delivered as a final png file in 800x450px / 72dpi - the image background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.

2. Reception Booth -> **a)** Sponsor's Company Profile of 200 words. Text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. **b)** Company Contact details: Telephones (landline / mobile), Email, Website, Social Media pages) **c)** Digital sponsor's representatives with live communication capability.

3. Corporate Video -> Up to four (4) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook.

Their dimension must be 800x450px. The order is defined by sponsor.

4. Products -> Single image or images composition with products and corporate branding. Delivered as a final png file in 800px X 450px / 72dpi.

5. B2B Area -> Sponsor's representatives should be appointed and logged-in.

6. Product Catalog-> Single Image or images composition of products and services with corporate advertising. Delivered as a final png file in 800px X 450px / 72dpi. The location leads to a list (pop-up) that can display up to 10 products / services with the corresponding information material (pdf file up to 10MB).

Sponsors' Stands | Type: Premium



Select your stand through a wide variety of stand types and colours.

Contact us for more details!

1. Corporate Logo -> Single image or images composition with the sponsor's logo. Delivered as a final png file in 800px X 450px / 72dpi - the image background is selected by the company. If left transparent, the background will be grey as is in the stand's graphics.

2. Reception Booth -> **a)** Sponsor's Company Profile of 500 words. Text should be sent in a word file, structured in the form of paragraphs, without embedded tables and images. **b)** Company Contact details: Telephones (landline / mobile), Email, Website, Social Media pages) **c)** Digital sponsor's representatives with live communication capability.

3. Corporate Video -> Up to eight (8) corporate videos. They should be sent to us as a link from a corporate channel (YouTube, Vimeo) or Facebook.

Their dimension must be 800px X 450px. The order is defined by sponsor.

4. Products -> 2 X Single image or images composition with products and corporate branding. Delivered as a final png file in 450px X 800px / 72dpi.

5. B2B Area -> Sponsor's representatives should be appointed and logged-in.

6. Product Catalog-> 2X Single Image or images composition of products and services with corporate advertising. Delivered as a final png file in 450px X 800px / 72dpi. The location leads to a list (pop-up) that can display up to 10 products / services with the corresponding information material (pdf file up to 10MB).

1. Corporate Logo -> Spot that will host sponsor's logo and name in a single visual.

2. Reception Booth -> Spot where stand visitor can leave his info, get informed and download the sponsor's company profile (up to 500 words) and make a request to get in touch with a sponsor's representative.

3. Corporate Video -> Spot where the visitor can watch the sponsor's corporate video (max duration: 3min)

4. Products -> 2 X Spots for an image through which the visitor can be informed about sponsor's products and services.

5. B2B Area -> Area where the visitor can meet sponsor's representatives that are present at the booth (will see their profiles in pop-up) and interact with them (via pop-ups) by direct chat, direct or scheduled video call, direct or scheduled B2B meeting

6. Product Catalog-> 2 X Spots where the visitor can see a list of the sponsor's products through a photo and a popup window with additional information material.